



Director, Public Affairs

Department: Public Affairs

Class Code: 7312

EEO Code: 21

FLSA: E

Effective: 01/05/1998

GENERAL STATEMENT OF DUTIES:

Under administrative direction; performs work of unusual difficulty in managing and coordinating the activities of the Department of Public Affairs; and performs other work as required.

SPECIFIC STATEMENT OF DUTIES:

Manages and coordinates the public information and community relations functions of the County; serves on the County Administrator's management team providing input and expertise in the areas of public relations, marketing, media relations, etc.; plans and supervises special events and programs for County Administrator, members of the Board of Supervisors and other executive staff; coordinates and hosts various Comcast television programs; serves as primary County liaison to the media; oversees communications to public including local press, radio and television media; writes speeches, correspondence and does research for the Board of Supervisors and the County Administrator; and manages the development of comprehensive informational programs such as bond referendums and major press releases.

Provides strategic and technical assistance to the Board of Supervisors and the County Administrator; provides support to County departments to ensure that managers and appropriate staff are informed and involved in public relations activities; gives presentations before civic leagues, civic organizations, state and regional organizations and other groups as requested; manages department budget; oversees performance appraisal process for department; manages the development and implementation of department policies and procedures and sees that County policies and procedures are followed; and performs other work as required.

REQUIRED SKILLS, KNOWLEDGE AND ABILITIES:

Comprehensive knowledge of executive management principles and techniques; of basic television production and broadcast; of publications development and printing; of photography and videography; of media relations and public relations; of budget policies and procedures.

Comprehensive skill in developing marketing plans and strategies; in working effectively with politically charged issues and appointed/elected officials; in goal setting, long range planning and organizational development; in making oral presentations, both for groups and the electronic media.

Ability to communicate effectively, both orally and in writing; to establish effective working relationships with the media, citizens, employees, and County officials; to plan, assign and supervise the work of others.

MINIMUM EDUCATION AND EXPERIENCE:

Completion of the core curriculum for a bachelor's degree in public administration, journalism, communications or related field, with a master's degree preferred and five years of managerial experience in public relations; or an equivalent combination of training and experience.

ADDITIONAL REQUIREMENTS:

None.

<p>This class specification is not intended to describe and does not necessarily list the essential job functions for a given position in a classification.</p>
